

SOCIAL MEDIA – Policy for all Club Members

SOCIAL MEDIA is defined as Internet services that allow users to build profiles, share information, videos, images, blog entries, music etc. Social networking platforms focus on building online communities of people who share interests and / or activities.

INTRODUCTION

This policy encompasses public communications through such Internet mediums and websites such as Twitter, MySpace, LinkedIn, Facebook, Instagram and any other social media network. It is applicable to all members of the Ottawa Jr 67's Club. This includes **Players, Parents, Coaches, Assistant Coaches, Managers, Trainers, Team PR Reps, Admin, and Board Executives.**

The Ottawa Jr 67's Club understands and appreciates the importance of social networking; the immediate and public forum provides unique opportunities for updates, networking and promotion. Our Club encourages the use of social media for the promotion of our league, teams and players and for the families and players enjoyment.

However it can also provide an unsupervised medium for inappropriate conduct to occur; conduct which can be detrimental to the welfare of the League and our teams and or individuals.

GUIDELINES

The Ottawa Jr 67's Club holds its teams and or individuals, which use or participate in social networking, to the same standards as it does for all forms of media including television, radio and print. Its teams and or individuals should act in a professional manner at all times since they represent the Ottawa Jr 67's Club at all times. Of note that once published online, comments are on record and cannot be retracted. All teams and or individuals are accountable for their comments. If requested to participate in an online network by a third party as a result of your affiliation with the Ottawa Jr 67's, the association recommends that you decline to protect all parties from harassment, stalking, inappropriate contact or behaviour, however they are intended. ODHA guidelines can be found at: <http://www.odha.com/index.php/risk-safety/social-media-guidelines>

DISCIPLINARY MEASURES

The following are examples of conduct through social media and networking mediums that are considered violations of this policy and which may be subject to disciplinary action by the Ottawa Jr 67's Board of Directors:

- Statements, which are critical of the League or Ottawa Jr 67's personnel, its programs, employees, on-ice or off-ice officials, players, coaches, arena staff, sponsors or any other actors.

- Divulging confidential information that may include but is not limited to the following: medical history (injury or other), game plans or strategies and any other information that is deemed confidential or sensitive in nature.

- Sharing or divulging photos, videos or comments which promote negative influences or criminal behavior, including but not limited to: drug use, alcohol abuse, public intoxication, sexual exploitation, etc.